

ARMY STRONG BASIC GUIDELINES

JUNE 2008



ARMY STRONG.®

INTRODUCTION

COMMUNICATING THE **ARMY STRONG** CONCEPT MEANS STRIKING A BALANCE BETWEEN FLEXIBILITY, GIVEN THE DIFFERENT CHANNELS ACROSS WHICH THE CONCEPT HAS TO WORK, AND THE HIGH DEGREE OF CONSISTENCY NECESSARY FOR INSTANT RECOGNITION.

Regardless of channel, consumers must always recognise ARMY STRONG. Nothing matters more.



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INTRODUCTION

WHAT'S THE **BIG** **IDEA?**

Building on the original thought that camo is the iconic element that can link everything together, the big idea is to take the next step, and transform camo into the key structural element of ARMY STRONG.



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CONTENTS

1.0	OVERVIEW	04
2.0	OUR TOOLKIT	21
3.0	OUR LOGO	23
4.0	DIGITAL CAMO	30
5.0	COLOR	36
6.0	PHOTOGRAPHY	39
7.0	TYPOGRAPHY	48
8.0	LAYOUT PRINCIPLES	55
9.0	DIGITAL	60
10.0	CONTACT DETAILS	64



1.0 OVERVIEW

THE FOLLOWING PAGES SHOW
EXAMPLES OF HOW WE COMMUNICATE
ARMY STRONG ACROSS ALL
CHANNELS OF COMMUNICATION.



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1.0 OVERVIEW

As there are many different formats and media, we have created a system based on three levels: high level, mid level and long form communications.

The following pages in this section show how we have applied the new system to the Army, Special Missions/AMEDD, Army Reserve, ROTC and events.

HIGH LEVEL

High level communication formats are used to create high impact and normally use only one big headline with no secondary body copy. Typical examples are billboards and full page adverts.



MID LEVEL

Mid level communication formats are used when there is a need for additional copy. These are mostly used for magazine ads



LONG FORM

Direct mail, recruitment ads and other content-rich communication form under this category.



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

BILLBOARDS



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

SUBWAY ADS



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

BILLBOARDS



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

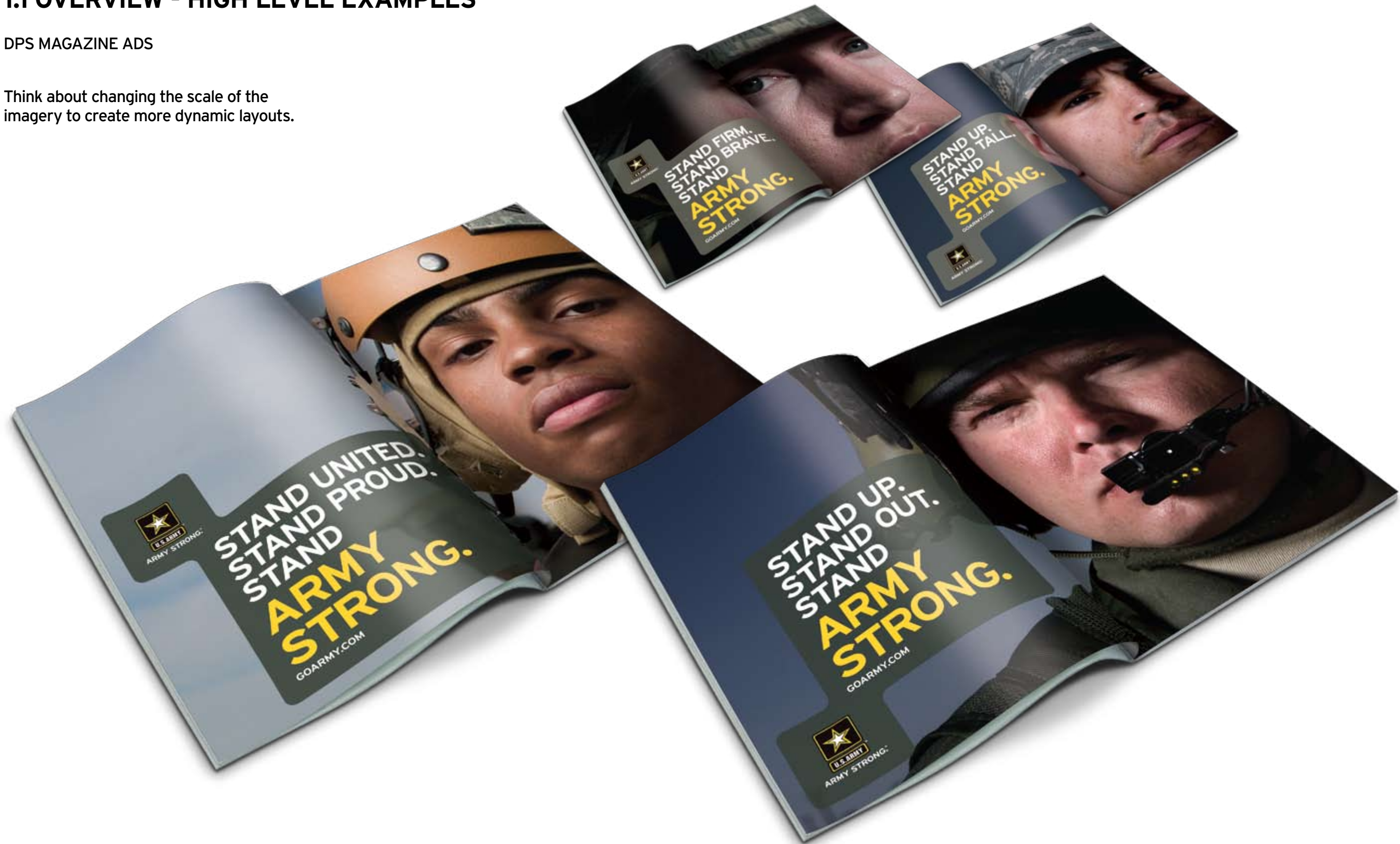
BILLBOARDS



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

DPS MAGAZINE ADS

Think about changing the scale of the imagery to create more dynamic layouts.



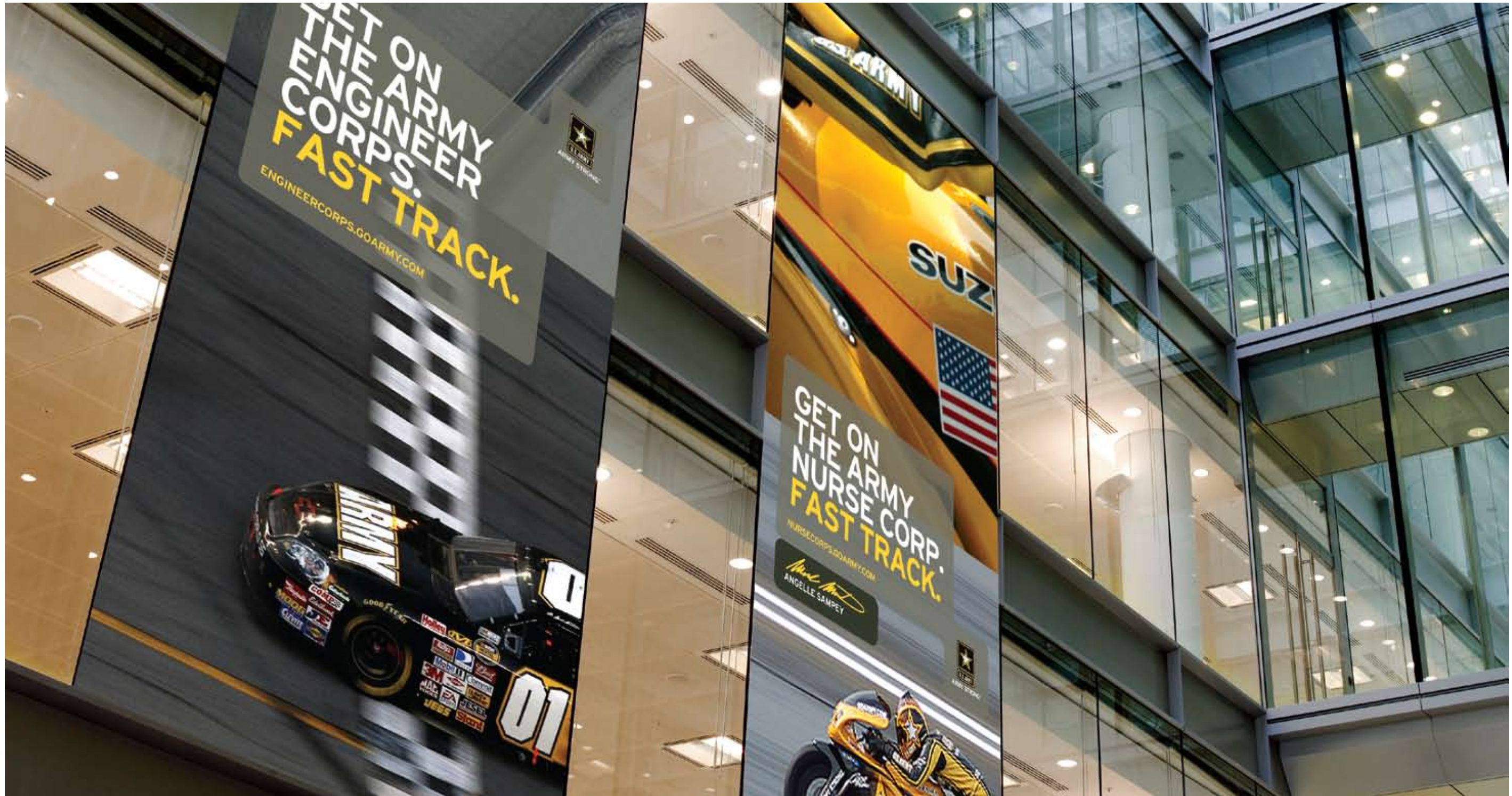
1.1 OVERVIEW - HIGH LEVEL EXAMPLES

SINGLE PAGE MAGAZINE ADS



1.1 OVERVIEW -HIGH LEVEL EXAMPLES

BANNERS



1.1 OVERVIEW - HIGH LEVEL EXAMPLES

DPS MAGAZINE ADS



1.2 OVERVIEW - MID LEVEL EXAMPLES

DPS MAGAZINE ADS

In this instance, the campaign idea has dictated the need for a handwritten typeface. This was reflective of the testimonial nature of the campaign, the idea being the message comes from the individual.

NB: In all other instances the Interstate typeface should be used unless otherwise approved.



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1.2 OVERVIEW - MID LEVEL EXAMPLES

A1 POSTERS



1.2 OVERVIEW - MID LEVEL EXAMPLES

BILLBOARD AND MAGAZINE ADS



1.2 OVERVIEW - MID LEVEL EXAMPLES

BLACK AND WHITE ADS



1.3 OVERVIEW - LONG FORM COPY EXAMPLES

DIRECT MAIL



1.4 OVERVIEW - EXTREME FORMATS (EVENTS)

HORIZONTAL AND VERTICAL BANNERS



ARMY STRONG.®


HAVING A DREAM IS
STRONG. ACHIEVING
IT IS **ARMY STRONG**



ARMY STRONG.®


ARMY STRONG
GOARMY.COM

SINGLE HORIZONTAL BANNER




ARMY STRONG.®

ARMY STRONG
GOARMY.COM




ARMY STRONG.®

ARMY STRONG
GOARMY.COM



ARMY STRONG.®

ARMY STRONG
GOARMY.COM



ARMY STRONG.®

ARMY STRONG
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HORIZONTAL BANNERS AS STEP AND REPEAT



1.5 OVERVIEW - SIGNAGE

NON PHOTOGRAPHIC SIGNS



2.0 OUR TOOLKIT

OUR TOOLKIT



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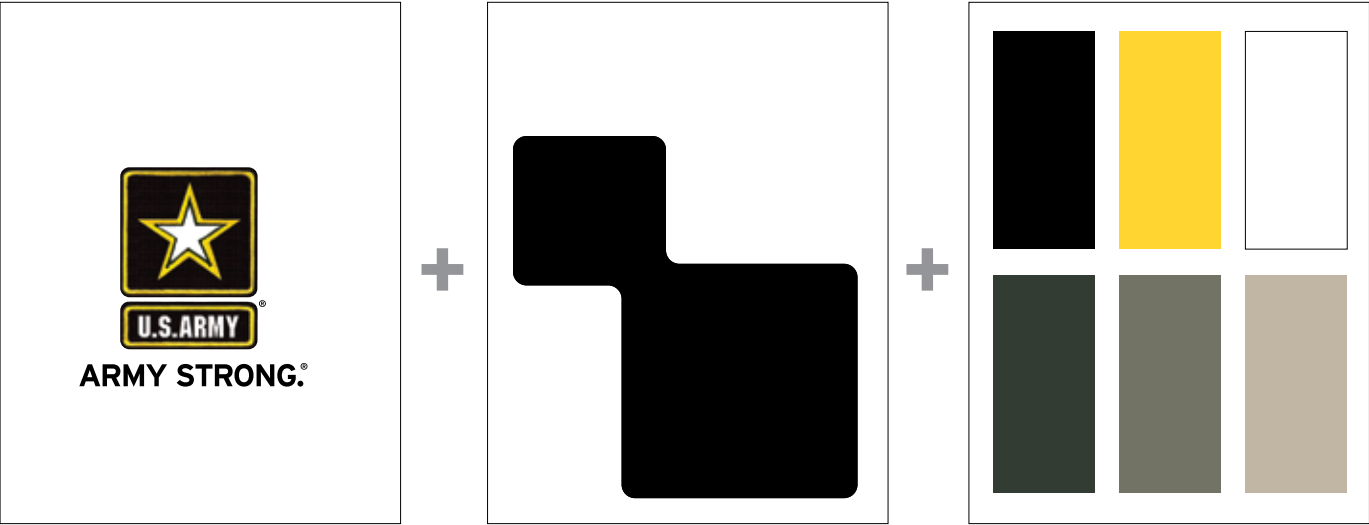
2.1 OUR TOOLKIT

HOW TO APPLY THE NEW SYSTEM

Our toolkit is based around the five main elements:

- 1. Logo
- 2. Digital camo shape
- 3. Colors
- 4. Typography
- 5. Photography

The following pages will show you how to use the new system effectively.



LOGO

DIGITAL CAMO SHAPE

COLORS



TYPOGRAPHY

PHOTOGRAPHY

=



NEW SYSTEM

3.0 OUR LOGO

OUR
LOGO



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3.1 OUR LOGO

The logo for the ARMY STRONG campaign consists of the two-part U.S.ARMY patch, and the ARMY STRONG wordmark.

The logo is applied to all communication materials.

The full color version of the logo should be used whenever possible. This is supplied as a CMYK file. There are two versions of the full color version:

- 1. Full color - Light backgrounds
- 2. Full color - Dark backgrounds

For some applications, such as newsprint, only black and white printing is available. There are two grayscale versions available:

- 1. Grayscale - Light backgrounds
- 2. Grayscale - Dark backgrounds

The 'ARMY STRONG' wordmark should always be locked up with the U.S.ARMY patch. Do not separate the wordmark from the patch.

MINIMUM SIZE - PRINT



MINIMUM SIZE - DIGITAL



U.S.ARMY
PATCH

ARMY STRONG
WORDMARK



PRIMARY LOGO
NEGATIVE



PRIMARY LOGO
POSITIVE



GRAYSCALE LOGO
NEGATIVE



GRAYSCALE LOGO
POSITIVE



3.2 OUR LOGO - REGISTRATION MARK

When used on a dark background, the registration marks on the current U.S.ARMY logo are in gold or black on both the U.S.ARMY patch and the ARMY STRONG wordmark. We would recommend changing these colorways to the following:

REGISTRATION MARK LOCKED

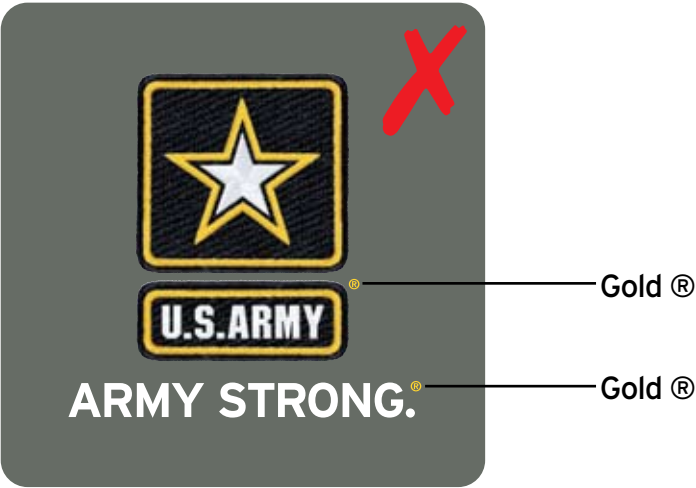
UP WITH U.S.ARMY PATCH:

This should be in Army Gold when on a dark background and black when on a light background. This is for legibility reasons, as the Army Gold does NOT stand out well on a white background.

REGISTRATION MARK LOCKED

UP WITH WORDMARK:

The current use of the Army Gold registration mark visually jars with the wordmark and should therefore always follow the colorway of the wordmark - Black on a light background and White on a dark background.



OLD LOGO ON DARK BACKGROUND



RECOMMENDATION ON DARK BACKGROUND

Gold ® White ®



RECOMMENDATION ON WHITE BACKGROUND

Black ® Black ®



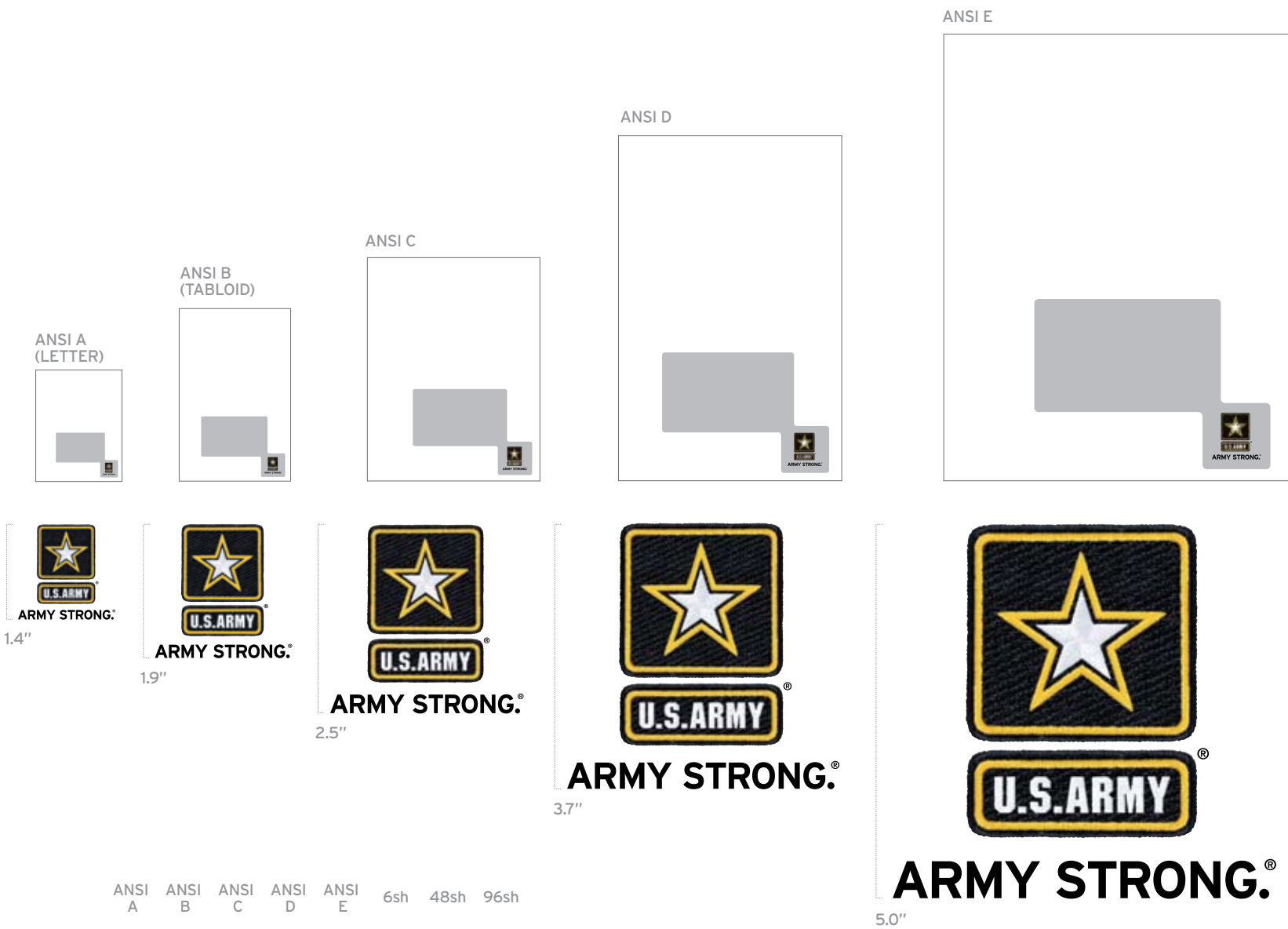
3.3 LOGO SIZES

The ARMY STRONG logo needs consistent impact and legibility. To enable this, it's important to use the logo at the right size relative to the area on which it appears.

For printed applications, use the guideline given to determine the right logo size. If the logo size you require is not provided divide the diagonal (corner to corner) measurement of the application by 11 and use that to determine the logo height.

Please note: the size of the ® on logo sizes below and including 1.4" is adjusted for legibility by 160%.

For digital applications, please refer to section 9 of this document.



3.4 CLEAR SPACE

The ARMY STRONG logo is strong and dynamic. It follows that it should be used clearly, confidently and consistently on all applications.

When using the ARMY STRONG logo always maintain a clear space around it to allow it to sit on applications uncluttered by other graphic elements.

The clear space for the ARMY STRONG logo is measured on all four sides by the height of the word 'ARMY' in 'ARMY STRONG' x 2. This clear space defines the dimensions of the camo shape that holds the logo relative to the logo itself.

In addition to the logo clear space, any copy that appears within the camo shapes should also be clearly and consistently displayed.

All copy should follow the same principles as the logo, using the height of the word 'ARMY' x 2 to define margins.

There should also be a clear space of the word 'ARMY' x 2 between the digital camo and the edge of the page.

CLEAR SPACE



WITHIN CAMO SHAPE



EXAMPLE



ARMY STRONG.

3.5 CLEAR SPACE - INCORRECT USE

The examples shown illustrate how easy it is to destroy the ARMY STRONG look and feel if these specifications are not followed.



TOO MUCH CLEAR SPACE



TOO LITTLE CLEAR SPACE



ELEMENTS NOT CENTERED



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3.6 OUR LOGO - RELATIONSHIP WITH SUB BRANDS

When used in conjunction with sub brands it is important to maintain consistent impact and legibility between the ARMY STRONG logo and any sub brand it shares space with.

Opposite are the size relationships between the ARMY RESERVE logo and the ROTC logo.

As the ARMY RESERVE is purely a wordmark it should be reproduced at 160% the width of the ARMY STRONG logo so that it visually has the same size relationship.

The ROTC logo is reproduced at exactly the same width of the ARMY STRONG logo as they are visually very similar in size and format.



4.0 DIGITAL CAMO

DIGITAL CAMO



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4.1 DIGITAL CAMO - THE BIG IDEA

The digital camo concept is drawn from the camouflage fabric worn by U.S.ARMY Soldiers.

Rather than faithfully reproducing the actual fabric, which might cause communications to be recessive given the camouflage function of the original pattern, the camo shapes used on ARMY STRONG communications materials are instead inspired by camouflage fabric. This enables them to be developed into iconic holding devices that remind us of camouflage fabric rather than faithfully reproducing it.

ORIGINAL FABRIC



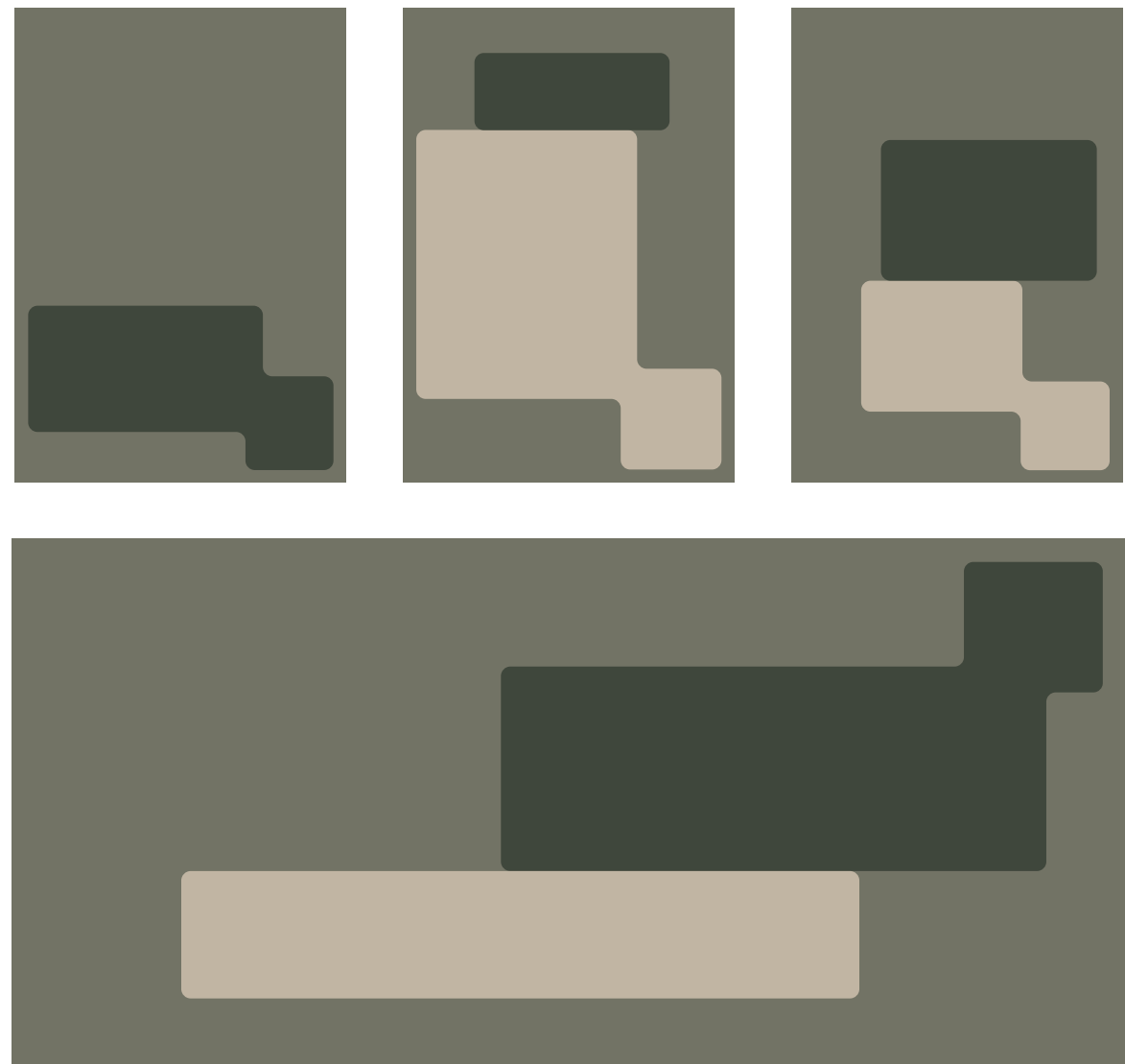
ORIGINAL FABRIC



GRAPHIC REPRESENTATION



NEW SYSTEM FOLLOWING ORIGINAL FABRIC

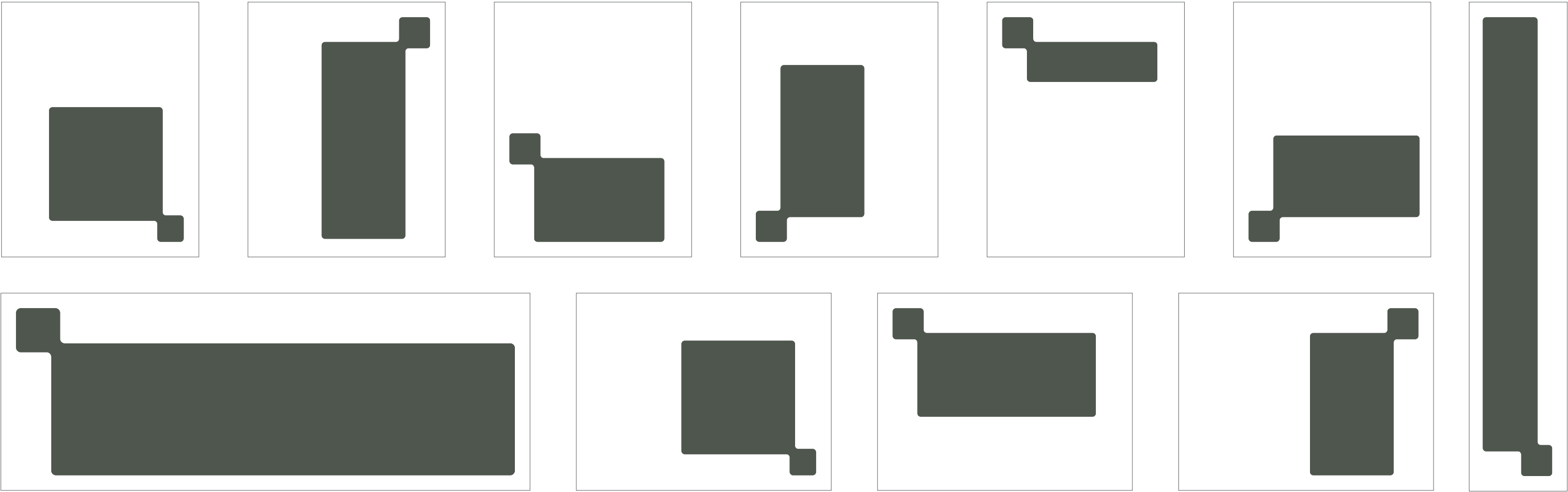
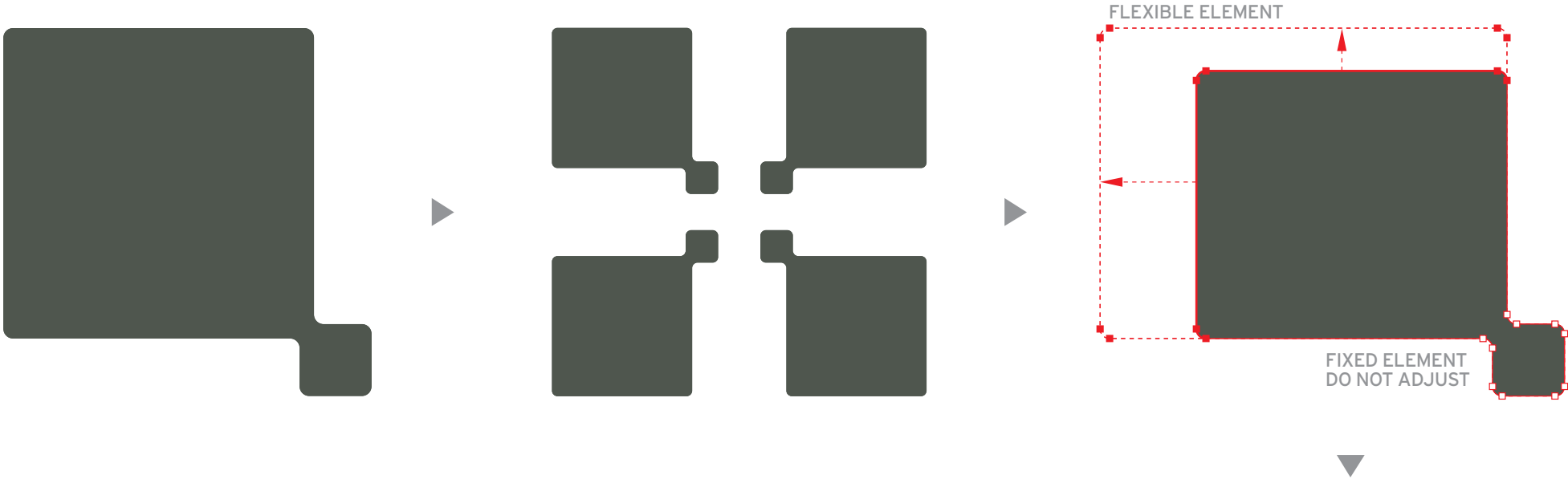


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4.2 DIGITAL CAMO

Digital camo is a flexible holding device system that can be adjusted to work over varying imagery as well as different formats.

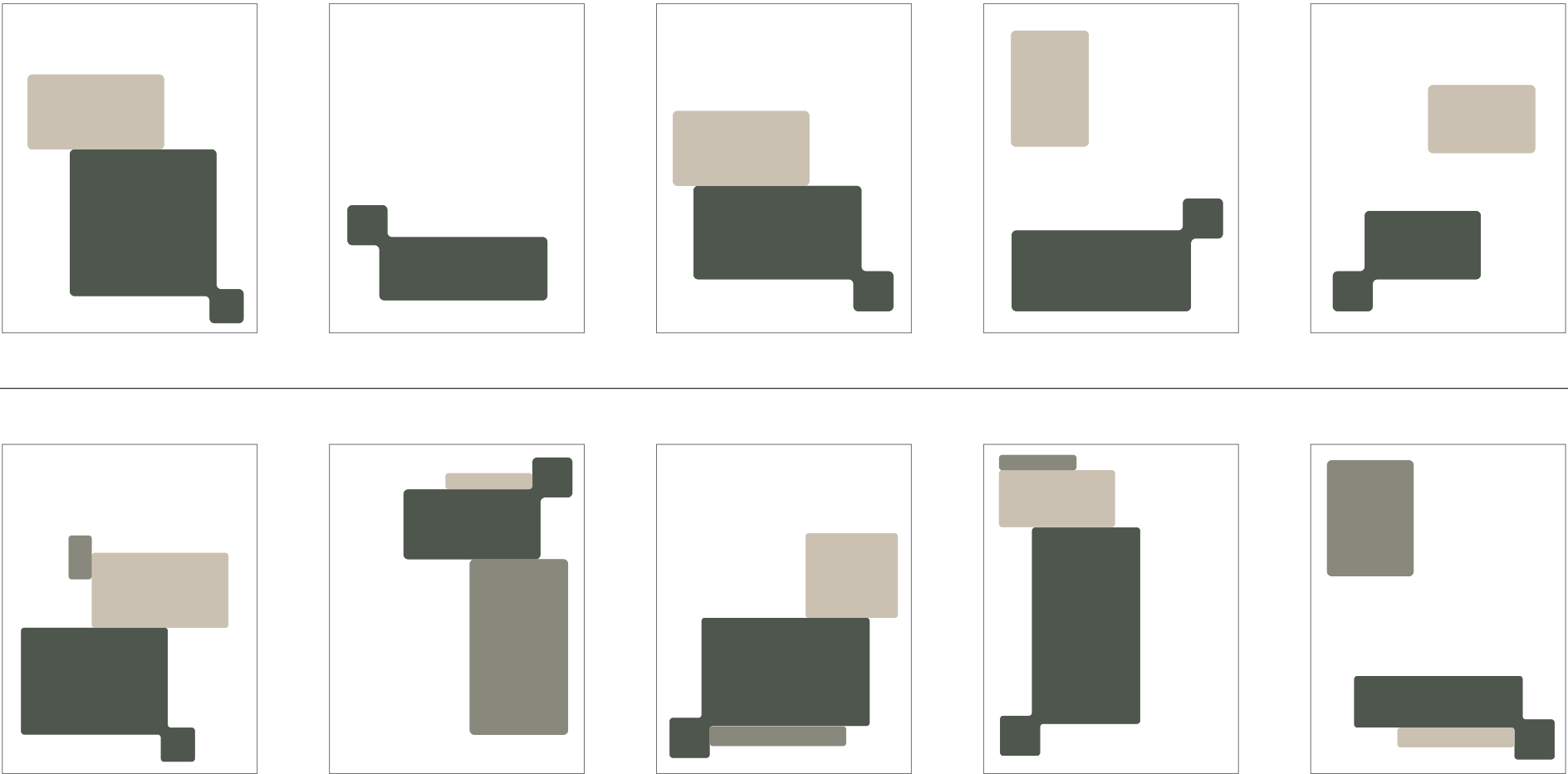
The configurations below show the flexibility of the system.



4.3 DIGITAL CAMO

When space for additional text is needed, further camo shapes can be added to hold the additional text.

Note that in the case of a multi-fold direct mail piece, the schematics shown indicate juxtaposition of camo shapes on one 'page' (i.e. a single area delineated from others by folds) of a direct mail piece.

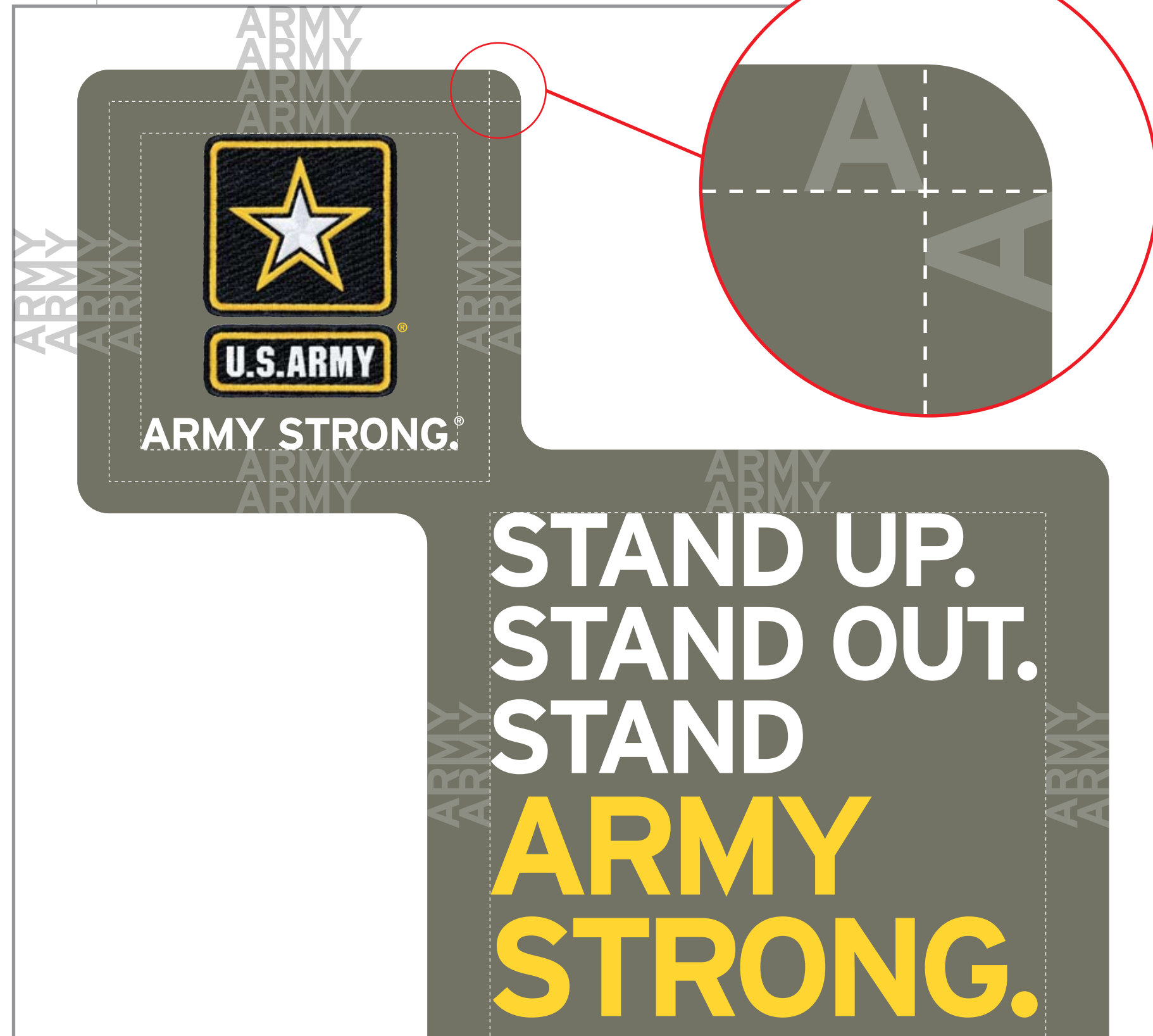


4.4 DIGITAL CAMO

To ensure a consistent look across all applications, rules have been established to guide digital camo corner radius across various format sizes.

The corner radius should be the height of the 'ARMY' wordmark, i.e if the height of ARMY is 10mm, the corner radius is also 10mm. It is important that this rule is followed so that a consistent ratio is maintained.

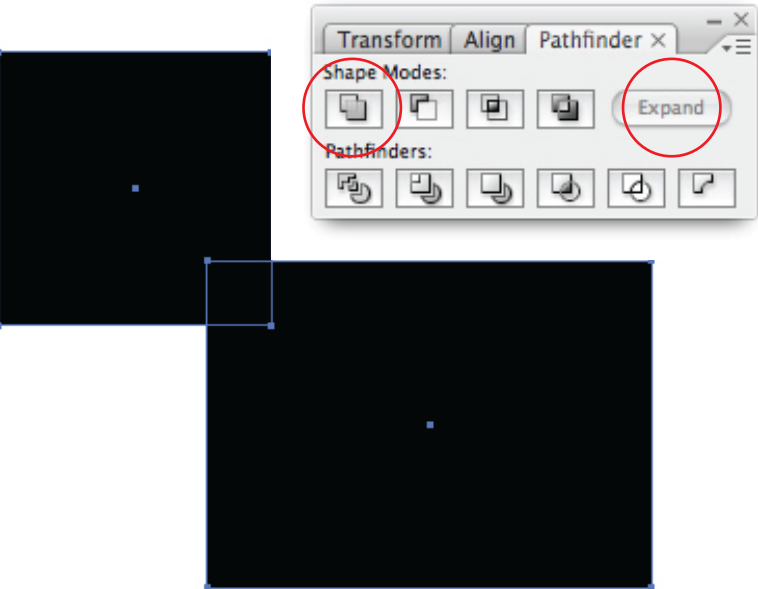
PAGE EDGE



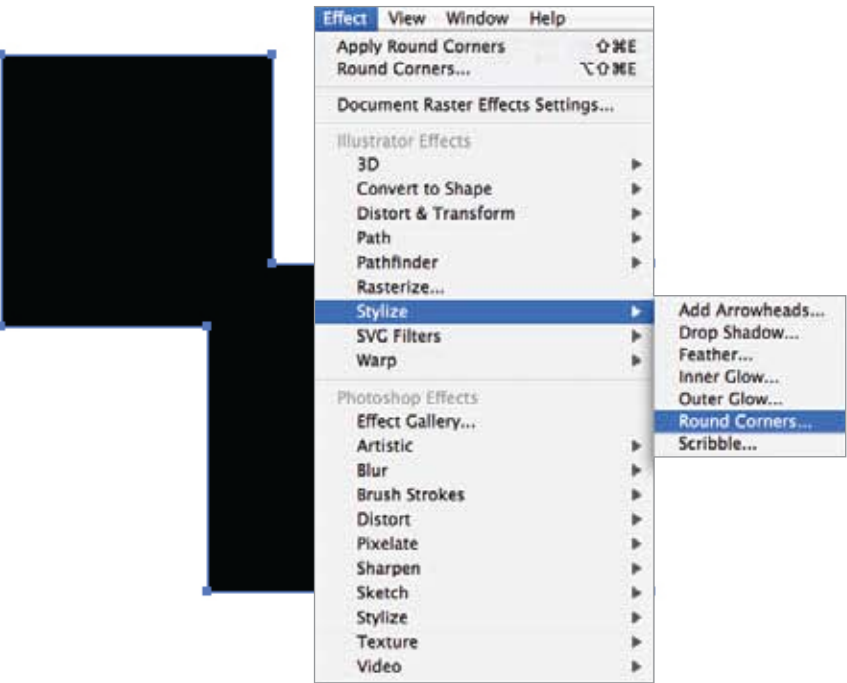
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4.5 HOW TO CREATE DIGITAL CAMO IN ADOBE ILLUSTRATOR

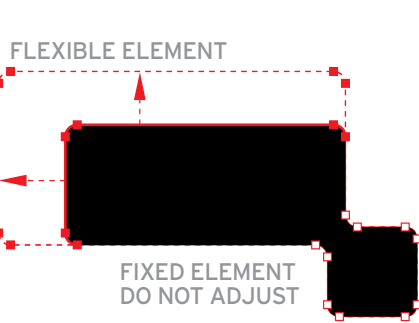
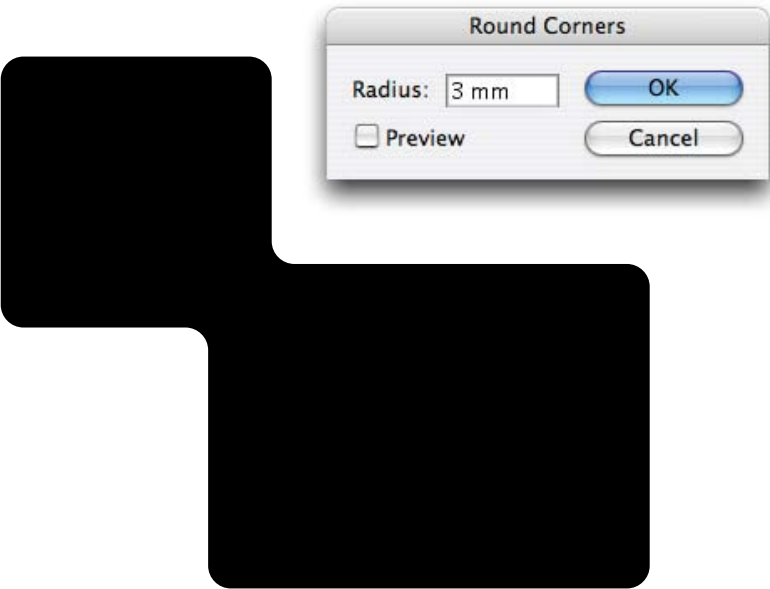
STEP 1
Draw two separate, overlaying boxes.
Using the pathfinder menu, join the shapes together and expand.



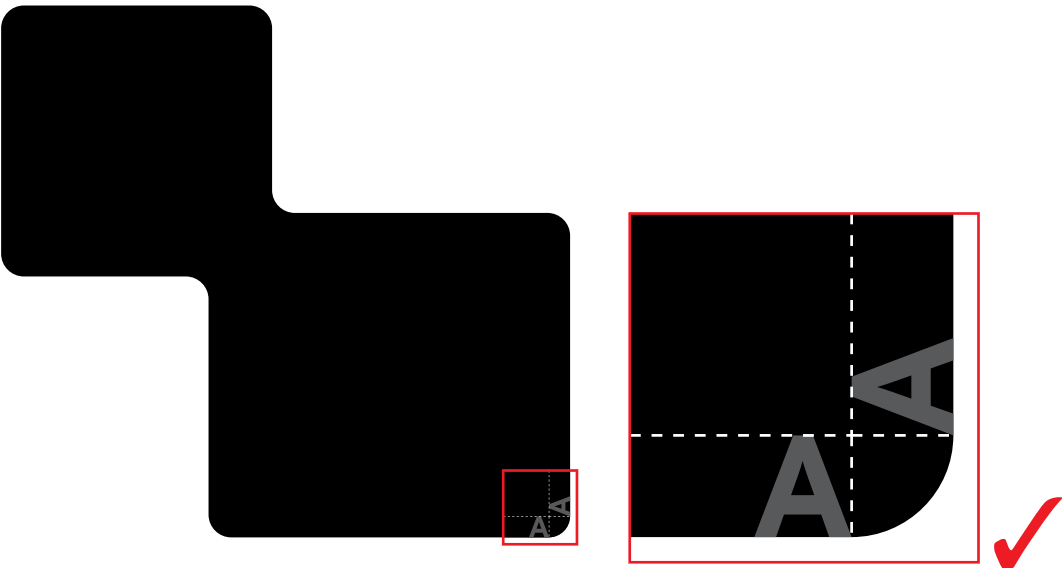
STEP 2
Under the 'effect' menu select
Stylize > Round corners.



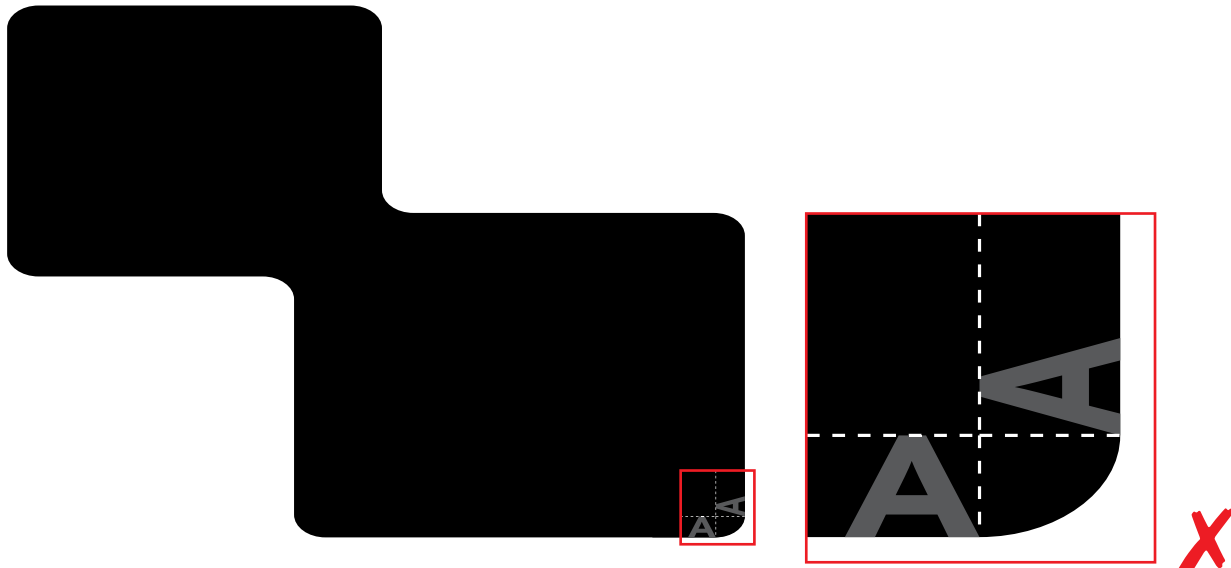
STEP 3
Input the relevant corner radius,
specific to application size and format.



DO
Scale the artwork in proportion



DON'T
Stretch the artwork



5.0 COLOR

COLOR



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5.1 COLOR

The primary colors used for the ARMY STRONG identity are black, gold and white.

These colors should be used for the logo and typography; they should never be used for digital camo.

COLOR PALETTE - LOGO & TYPE

ARMY BLACK

C 40
M 30
Y 20
K 100

BLACK & WHITE
CONVERSION:
100% BLACK

ARMY GOLD

PANTONE 123C

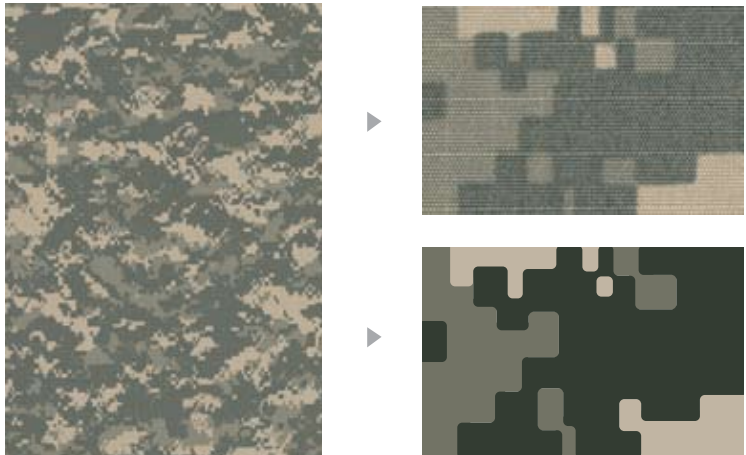
C 0
M 15
Y 90
K 0

BLACK & WHITE
CONVERSION:
20% BLACK

WHITE

A range of three supporting colors have been taken from the original camouflage fabric. They should be used for all digital camo shapes.

Note: The CMYK colors is a custom breakdown; it is not a direct conversion of the Pantone colors.



DIGITAL CAMO
COLOR PALETTE

DARK CAMO

PANTONE 418C

C 59
M 42
Y 58
K 67

R 38
G 88
B 79

BLACK & WHITE
CONVERSION:
85% BLACK

MEDIUM CAMO

PANTONE WARM GRAY 9C

C 42
M 33
Y 47
K 33

R 130
G 120
B 111

BLACK & WHITE
CONVERSION:
65% BLACK

LIGHT CAMO

PANTONE 7529 C

C 20
M 21
Y 31
K 6

R 189
G 177
B 166

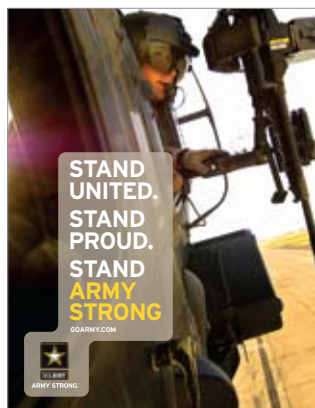
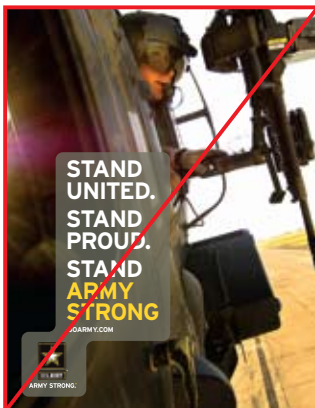
BLACK & WHITE
CONVERSION:
45% BLACK

5.2 COLOR

Digital camo shapes are filled with transparent color when used with photography.

In order to maintain consistency across all applications transparency levels have been set at 70% across all three digital camo colors. Please use this percentage as a guide.

When selecting which color to use, take account of the tonality of the image. The examples shown illustrate some correct and incorrect color choices.



6.0 PHOTOGRAPHY

PHOTOGRAPHY



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6.1 PHOTOGRAPHY

PHOTOGRAPHY PLAYS A
VERY IMPORTANT PART IN
THE LOOK AND FEEL OF THE
NEW REFRESHED IDENTITY.

Whether you are using sourced or commissioned imagery, bear in mind that the images must...



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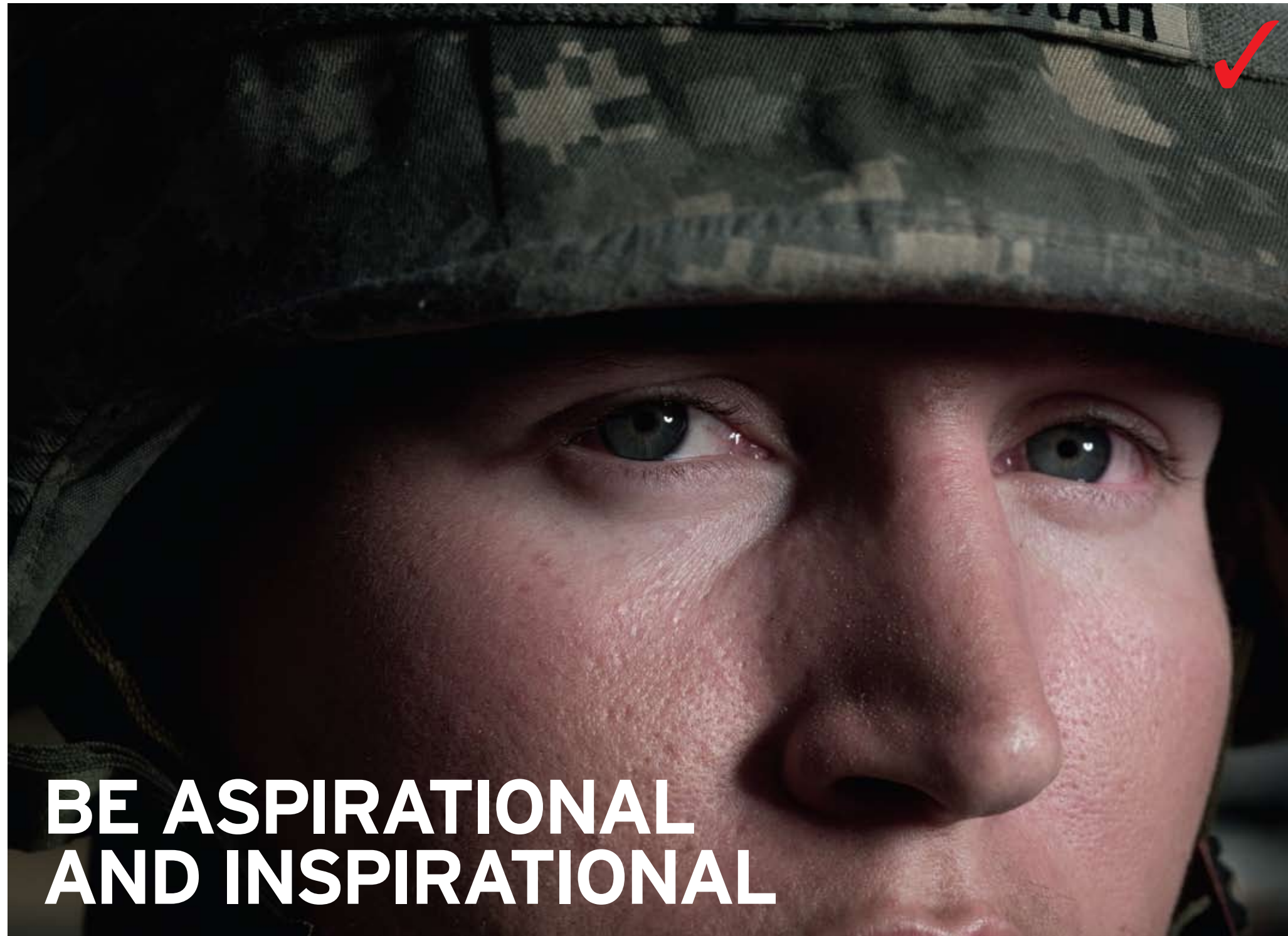
6.2 PHOTOGRAPHY



6.2 PHOTOGRAPHY



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6.2 PHOTOGRAPHY



6.2 PHOTOGRAPHY



6.2 PHOTOGRAPHY



6.4 PHOTOGRAPHY - CROPPING

Use photography to vary the pace.

Create interest and variation by adopting a broad range of photographic approaches:

- Context shots
- Dynamic close crops
- Details

PEOPLE PHOTOGRAPHY



Context shots Medium crops Details

CONTEXT PHOTOGRAPHY



Context shots Medium crops Details

USING MULTIPLE IMAGES



This example shows how images can be framed within the digital camo shape



7.0 TYPOGRAPHY

TYPOGRAPHY



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7.1 TYPOGRAPHY

Consistent application of type will improve the recognition and recall of ARMY STRONG.

The strong and simple cut of the Interstate typeface allows information to be clearly legible without looking tired or dated.

Headlines should always be set in uppercase Interstate Bold. Body copy should be set in Interstate Regular, upper and lowercase. Use of the italic and condensed Interstate face is NOT permitted, as is substituting or combining it with any other font. (Exception: defined communications around ancillary non-operational roles)

Layouts should always be clean and evenly balanced, avoiding heavy blocks of text or busy and illegible combinations of text and imagery. In addition, titles and bodycopy should be left aligned at all times and never centered or fully justified. To keep text consistently tight, kerning the Interstate copy should ideally be set at -35 and manually adjusted to achieve equal spacing between characters where necessary.

For digital communications, e.g. the website, email newsletters, PowerPoint presentations, we recommend using Arial.



~~INTERSTATE TYPEFACE~~

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~~

~~INTERSTATE BOLD—NEVER FOR HEADLINES~~

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~~

~~INTERSTATE REGULAR—NEVER FOR BODY COPY~~

~~CONDENSED TYPEFACE~~

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~~

~~ARIAL—NEVER FOR EMAIL COMMUNICATIONS~~

7.2 TYPOGRAPHY

Use typography sensitively to work with photography.

Precise size specifications for typography have been deliberately avoided as this would be unnecessarily restrictive.

Nevertheless, it's important to keep headline sizes relative to the ARMY STRONG logo within the three levels of communication illustrated.

HIGH LEVEL

High level communication formats are used to create high impact and normally use only one big headline with no secondary body copy. Typical examples are billboards and full page adverts.



MID LEVEL

Mid level communication formats are used when there is a need for additional copy. These are mostly used for magazine ads.



LONG FORM

Direct mail, recruitment ads and other content-rich communication form under this category.



7.3 TYPOGRAPHY

HIGH LEVEL



7.4 TYPOGRAPHY

MID LEVEL



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7.5 TYPOGRAPHY

LONG FORM



7.6 TYPOGRAPHY - INCORRECT USE



DO NOT RIGHT JUSTIFY TYPE



DO NOT CENTER TYPE



USE ARMY GOLD SPARINGLY, ONLY HIGHLIGHT KEY MESSAGES/WORDS WITHIN COPY



DO NOT USE SENTENCE CASE FOR HEADLINES, ALWAYS USE UPPERCASE



KEEP LEADING TIGHT

8.0 LAYOUT PRINCIPLES

LAYOUT PRINCIPLES



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8.1 HOW TO CREATE A BILLBOARD ADVERTISEMENT

CREATING A LEVEL 1 BILLBOARD

STEP 1:
CHOOSE CORRECT LOGO SIZE.

BILLBOARD SIZE = 32 SHEET (160"x120")
DIAGONAL LENGTH = 200"
LOGO SIZE = 200"/11 = 18"



STEP 2:
CREATE DIGITAL CAMO SHAPE WITH
CORRECT CLEAR SPACE / CORNER RADIUS.



STEP 3:
PLACE DIGITAL CAMO SHAPE/LOGO
ON TO IMAGE AND SELECT SHAPE COLORWAY



STEP 4:
ADJUST SHAPE TO ACCOMMODATE
IMAGE CROP AND HEADLINE CONTENT.
ENSURE CORRECT CLEAR SPACE
AROUND ALL COPY.



8.1 HOW TO CREATE A MAGAZINE ADVERTISEMENT

CREATING A LEVEL 1 MAGAZINE ADVERTISEMENT

STEP 1:
CHOOSE CORRECT LOGO SIZE.

LETTER/MAGAZINE
LOGO SIZE = 1.4"



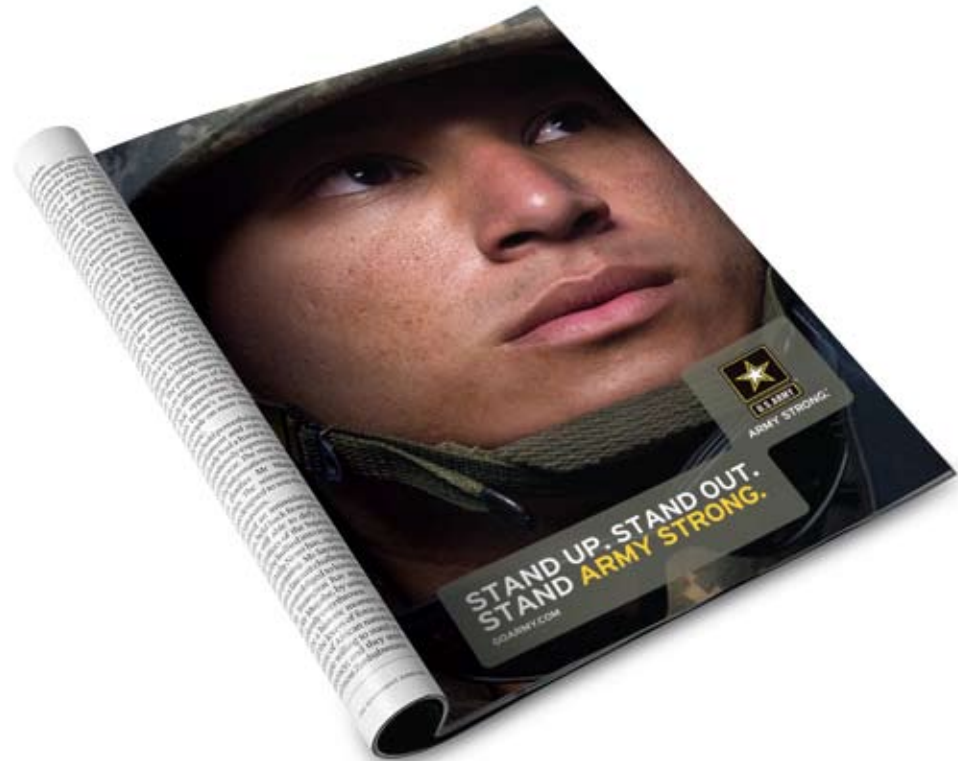
STEP 2:
CREATE DIGITAL CAMO SHAPE WITH
CORRECT CLEAR SPACE / CORNER RADIUS.



STEP 3:
PLACE DIGITAL CAMO SHAPE/LOGO
ON TO IMAGE AND SELECT SHAPE COLORWAY



STEP 4:
ADJUST SHAPE TO ACCOMMODATE
IMAGE CROP AND HEADLINE CONTENT.
ENSURE CORRECT CLEAR SPACE
AROUND ALL COPY.



8.1 HOW TO CREATE A MAGAZINE ADVERTISEMENT

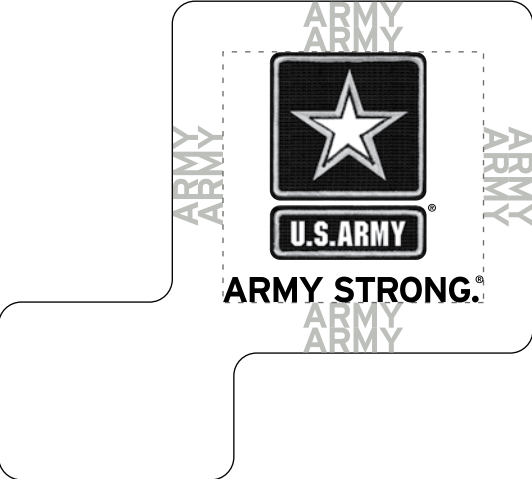
CREATING A LEVEL 2 BLACK AND WHITE MAGAZINE ADVERTISEMENT

STEP 1:
USE THE BLACK AND WHITE LOGO AND CHOOSE THE CORRECT LOGO SIZE.

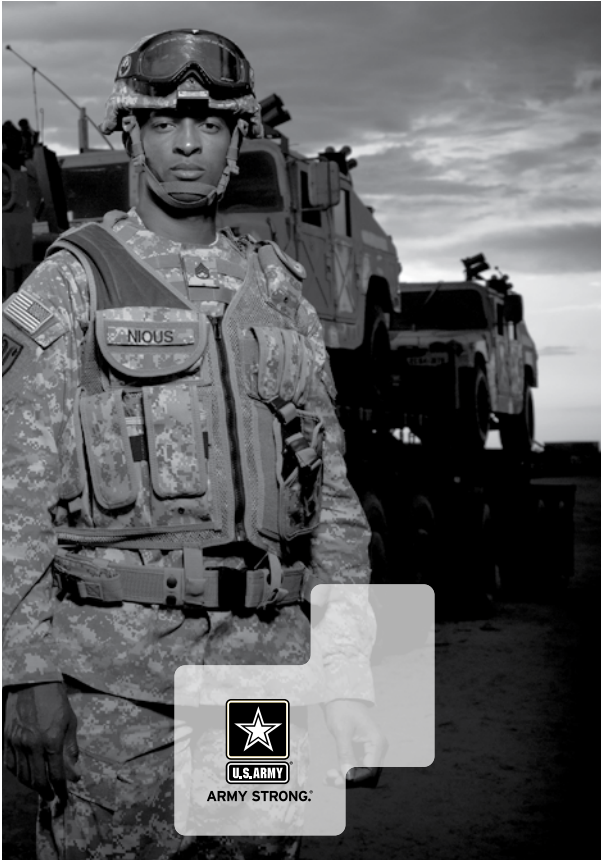
LETTER/MAGAZINE
LOGO SIZE = 1.4"



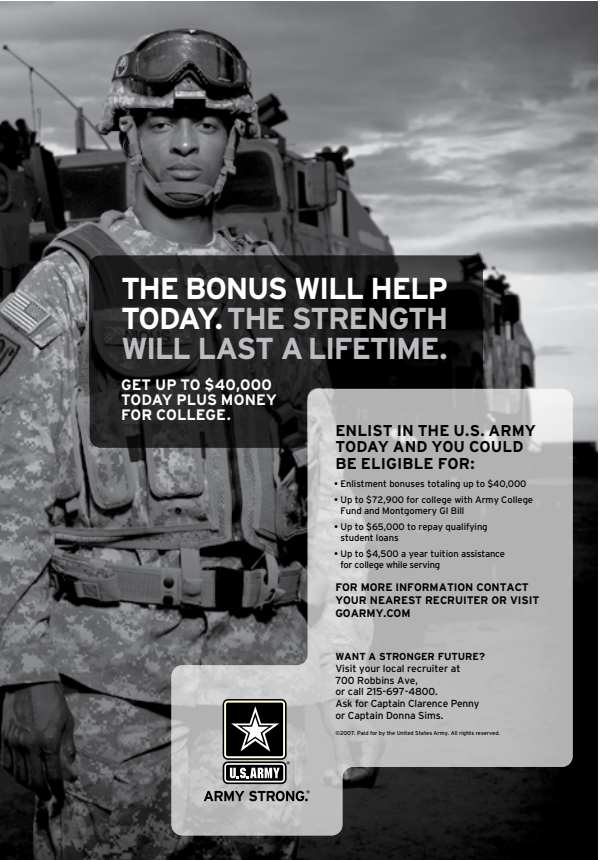
STEP 2:
CREATE DIGITAL CAMO SHAPE WITH CORRECT CLEAR SPACE / CORNER RADIUS.



STEP 3:
PLACE DIGITAL CAMO SHAPE/LOGO ON TO IMAGE AND SELECT SHAPE COLORWAY



STEP 4:
ADJUST SHAPE TO ACCOMMODATE IMAGE CROP AND HEADLINE CONTENT. ENSURE CORRECT CLEAR SPACE AROUND ALL COPY.



8.1 HOW TO CREATE A MAGAZINE ADVERTISEMENT

CREATING A LEVEL 3 MAGAZINE ADVERTISEMENT

STEP 1:
CHOOSE CORRECT LOGO SIZE.

LETTER/MAGAZINE
LOGO SIZE = 1.4"



STEP 2:
CREATE DIGITAL CAMO SHAPE WITH
CORRECT CLEAR SPACE / CORNER RADIUS.



STEP 3:
PLACE DIGITAL CAMO SHAPE/LOGO
ON TO IMAGE AND SELECT SHAPE COLORWAY



STEP 4:
ADJUST SHAPE TO ACCOMMODATE IMAGE CROP AND
HEADLINE CONTENT. ADD EXTRA DIGITAL CAMO SHAPES TO
ACCOMMODATE ALL COPY. ENSURE CORRECT CLEAR SPACE
AROUND ALL COPY.



9.0 DIGITAL

DIGITAL

This section outlines the basic principles for digital media (Web, TV, PowerPoint, etc). These include logo sizes, banner sizes and the use of the digital camo across different formats.



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9.3 DIGITAL - AD UNITS (END FRAMES)

Because of their small size, when creating banners for online use, it is sometimes not possible to use the digital camo. Instead, the banners could have rounded corners to mimic the look of the digital camo.

RECTANGLES / POP-UP AD UNITS

300 X 250
MEDIUM RECTANGLE



250 X 250
SQUARE POPUP



SKYSCRAPER AD UNITS

160 x 600
WIDE SKYSCRAPER



120 x 600
SKYSCRAPER



WEB BANNER AD UNITS

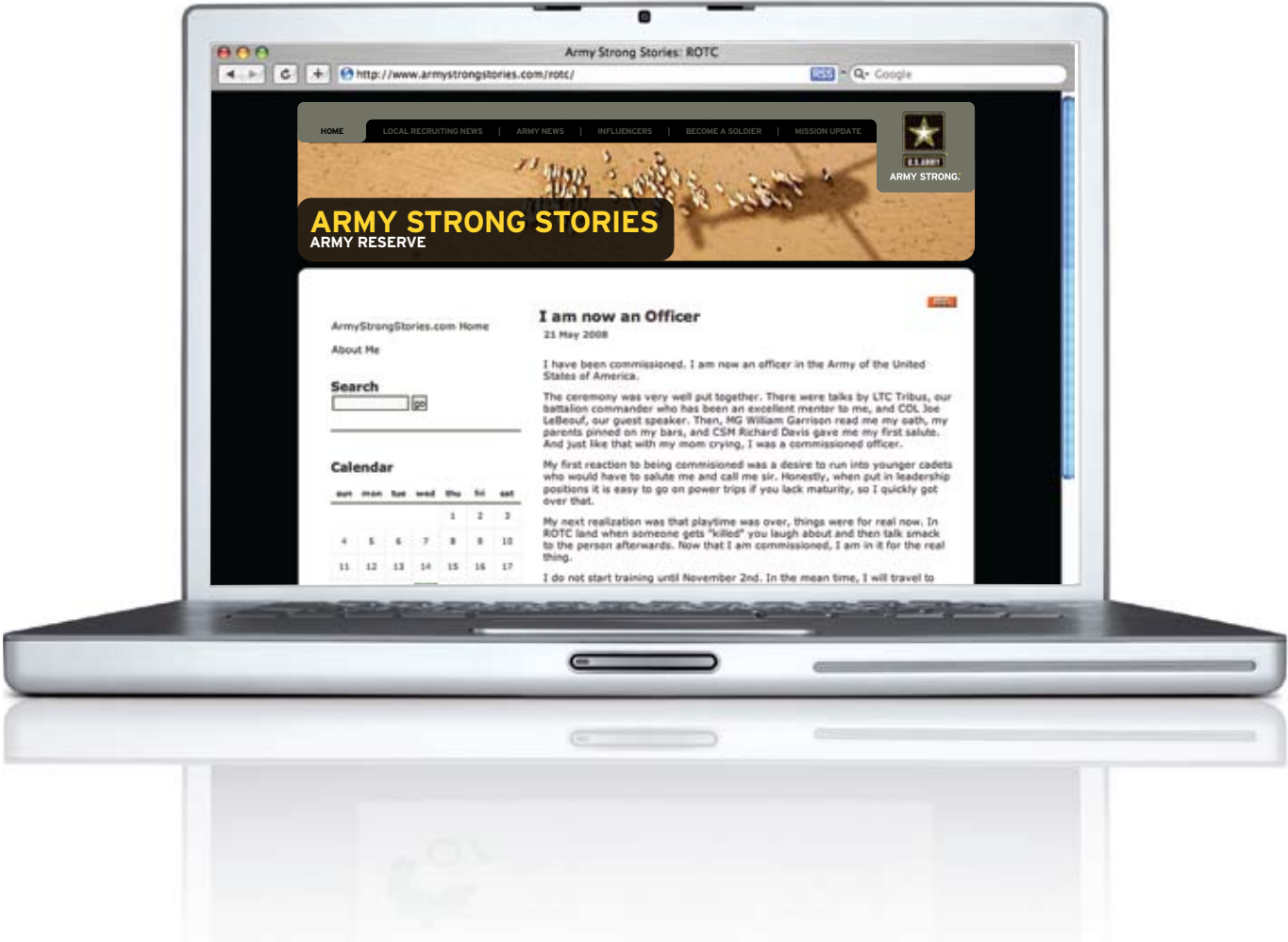


9.4 DIGITAL - EMAIL NEWSLETTER AND BLOG

EMAIL NEWSLETTER



ARMY STRONG BLOG

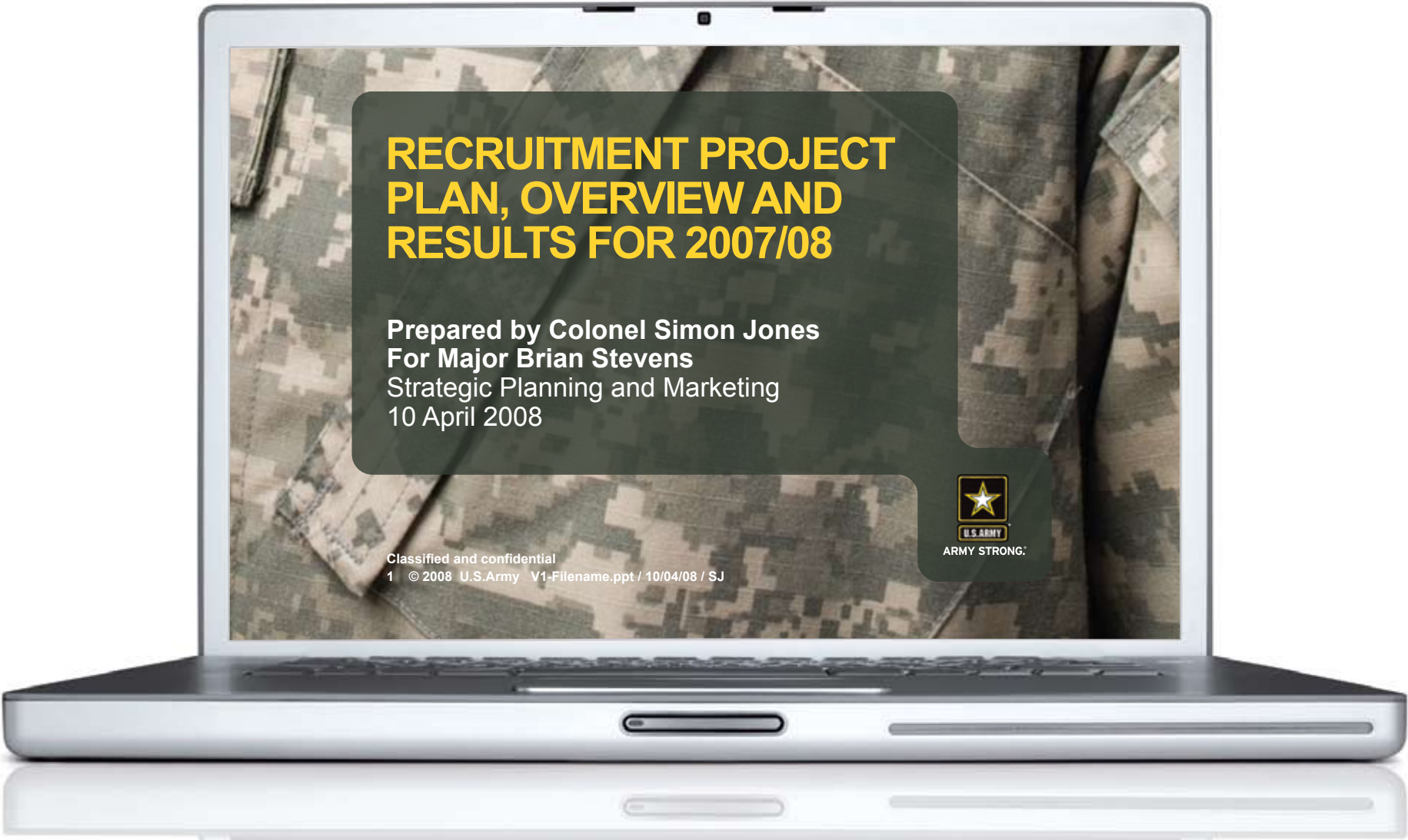


9.5 DIGITAL - PRESENTATIONS

POWERPOINT SLIDES

Arial should be used for text in all PowerPoint presentations.

TITLE PAGE



TITLE PAGE



CONTENT PAGE



10.0 CONTACT DETAILS

CONTACT DETAILS

If you need any advice or have any questions about these guidelines, please contact Susan Kreitzman:
Susan.Kreitzman@mccann.com



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